



Milwaukee County

Supervisor Marina Dimitrijevic, 4th District

Supervisor Chris Larson, 14th District

May 21, 2009

For Immediate Release

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COUNTY BOARD APPROVES BUS ROUTE EXTENSION TO LAKE EXPRESS FERRY TERMINAL

Opportunity to provide mass transit option for visitors at little or no net cost to County

Milwaukee, WI – The Milwaukee County Board of Supervisors this afternoon approved an extension of Milwaukee County Transit System Route 53 to the Lake Express Ferry Terminal along the lakefront in Milwaukee's Bay View neighborhood. The route will be operated on a trial basis from June 14 through August 30, 2009 to serve all arrivals and departures with the exception of the 12:30 a.m. arrival in Milwaukee. New passenger revenue is projected to offset the cost, making the extension cost neutral.

“By extending the existing Route 53 service to the Lake, we believe we can pick up some additional riders,” said Supervisor Marina Dimitrijevic, whose district includes the Lake Express ferry terminal. “I expect that this trial project will show that the route extension will pick up additional passengers at no net cost to taxpayers. By extending this route by just a half-mile, we will pick up additional riders, both from tourists and those who work for the Lake Express.”

“Bus service is already offered at the other end of the Lake Express ferry line in Muskegon, Michigan,” Supervisor Christopher Larson explained. “It just makes sense that we provide a mass transit option for visitors who come to Milwaukee. We should make it as easy as possible for them to explore everything Milwaukee County has to offer.”

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